



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

AUFRICHT *et al.*

Appl. No.: 09/864,293

Filed: May 25, 2001

For: **Interactive Advertisement  
Mechanism on a Mobile Device**

Confirmation No.: 3536

Art Unit: 3622

Examiner: Young, John L.

Atty. Docket: 1933.0010008

**Amendment and Reply Under 37 C.F.R. § 1.111**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Sir:

In reply to the Office Action dated August 25, 2004, Applicants submit the following Amendment and Remarks. This Amendment is provided in the following format:

- (A) Each section begins on a separate sheet;
- (B) Starting on a separate sheet, amendments to the specification by presenting replacement paragraphs marked up to show changes made;
- (C) Starting on a separate sheet, a complete listing of all of the claims:
  - in ascending order;
  - with status identifiers; and
  - with markings in the currently amended claims;
- (D) Starting on a separate sheet, the Remarks.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned

under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 19-0036.